

Brand Guidelines

Complete Guide

Colours

Colours - Core

Our brand palette is meant to signify progress and safety that we provide when dealing with high risk yet exciting trading environment.

Use of bold colours shows our commitment to provide a platform for newer generations to grow along with us.

Primary

Mango Green

HEX #9BEC00
RGB (155, 236, 0)

Secondary

Royal Red

HEX #CC0066
RGB (205, 0, 112)

Special 1

Middle Yellow

HEX #FDE900
RGB (253, 233, 0)

Special 2

Brilliant Azure

HEX #2F8EFF
RGB (47, 142, 255)

Colours - Neutrals

Neutrals are designed keeping core color palette, contrast and use of light and dark mode in mind.

Darks

HEX #242620
RGB (36, 38, 32)Darko2

HEX #181916
RGB (24, 25, 22)Darko1

HEX #0F1209
RGB (15, 18, 19)Darkoo

Light

HEX #FFFFFF
RGB (255, 255, 255)Lighto4

HEX #F7FAF5
RGB (247, 250, 245)Lighto3

HEX #D3DEC8
RGB (211, 222, 200)Lighto2

HEX #A2AB9A
RGB (162, 171, 154)Lighto1

HEX #73786C
RGB (115, 120, 108)Lightoo

Typography

Primary Typeface

Raleway is an elegant sans-serif typeface family. Initially designed by Matt McInerney as a single thin weight, it was expanded into a 9 weight family by Pablo Impallari and Rodrigo Fuenzalida in 2012 and iKerned by Igino Marini. A thorough review and italic was added in 2016.

Raleway has a **clean, geometric look** that feels **modern and professional**. Being a sans-serif font, Raleway is **easy to read** on screens, which is crucial for displaying **large amount of financial information** clearly.

Aa

Bb

Cc

ll1

Raleway

Regular

Medium

SemiBold

Bold

Black

Secondary Typeface

Open Sans is a humanist sans serif typeface designed by Steve Matteson, Type Director of Ascender Corp. Open Sans was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

Open Sans provides great font pairing characteristic with Raleway. It's a humanist type font thus **drawing hints of legacy with modernity**. Its much **more friendlier and legible** nature balances out the geometric yet sophisticated look of Raleway.

Open Sans

Regular

SemiBold

Bold

ExtraBold

Aa

Bb

Cc

ll1

Open Sans - Display - 64px - Extrabold

Line Height: 64px

Display

Raleway - Heading - 44px - Bold

Line Height: 52px

Heading

Raleway - Title - 20px - Bold

Line Height: 20px

Title

Open Sans - Text - 14px - Regular

Line Height: 19px

Text

Raleway - Button - 14px - Bold

Line Height: 14px

Button

Raleway - XXSm Button - 10px - Bold

Line Height: 10px

XXSm Button

Cards

(Line Height : 100%)*

Card Title- Raleway - 16px - Bold Card Title

Card text Lg - Open Sans - 20px - Bold Card Text Lg

Card text Md - Open Sans - 16px - Bold Card Text Md

Card text Sm- Open Sans - 14px - Semi Bold Card Text Sm

Card text XSm- Open Sans - 12px - Regular Card Text XSm

Card text XSm Selected- Open Sans - 12px - Semi Bold Card Text Xsm Selected

Hierarchy

Title

XXSm Button

Card Title

Card Text XSm

Card Text XSm

Card Text Lg

Card Text XSm

Card Text Sm

Button

Card Text XSm

Card Text Lg

Card Text XSm

Card Text Sm

Card Title

Card Text XSm

Card Text XSm

Card Text Lg

Card Text XSm

Card Text Sm

Button

Card Text XSm

Card Text Lg

Card Text XSm

Card Text Sm

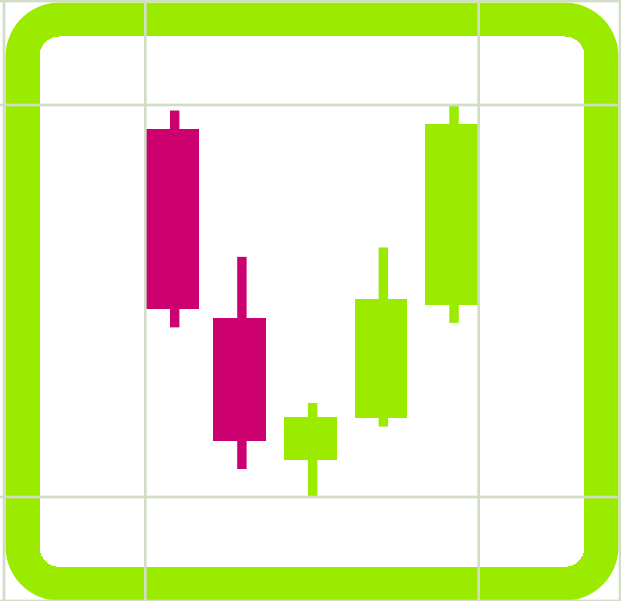
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Card Text XSm

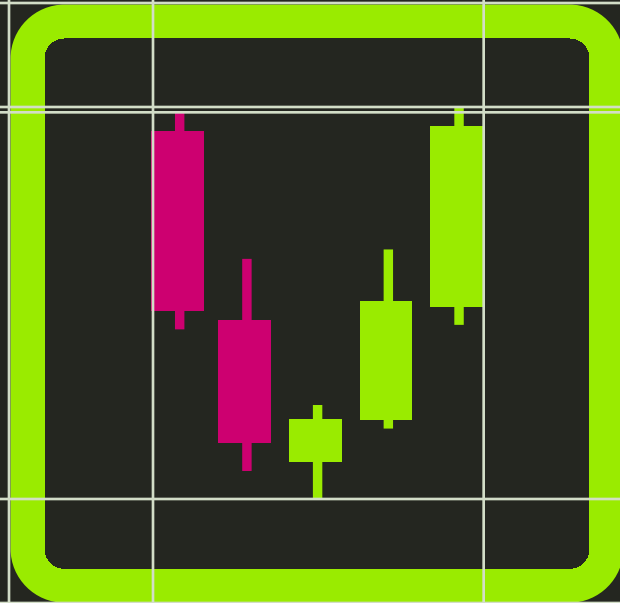
Card Text XSm

Card Te

Logo



Trade VEd



Trade VΞd

